

Amendments to the Claims

1-12. **(Canceled)**

13. **(Previously Presented)** A system comprising:
a creative selection server; and
a direct connect server connected to a public network separately from the creative selection server, wherein the direct connect server:
receives creative selection criteria from a user computer; and
responsive to a user request to receive non-advertising content and at least one redirect command from a content server, the redirect command configured to direct the user to the direct connect server:
generates a request for creative message as a function of the creative selection criteria;
transmits the request for creative message to the creative selection server;
receives an identification of one or more creatives from the creative selection server; and
sends the identification of the one or more creatives to the user computer.

14. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of a stored profile.

15. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.

16. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of the IP address of the user computer.

17. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of whether or not the user computer has previously connected to the content server.
18. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of the domain name of the user computer.
19. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of a search term entered by the user computer.
20. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of IP address of the content server.
21. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of whether or not the user computer has previously connected to the direct connect server.
22. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of the domain name of the content server.
23. **(Previously Presented)** The system of claim 13 wherein the request for the creative message is further defined as a function of a meta tag on the content server.
24. **(Previously Presented)** The system of claim 13 further comprising a lookup table for storing category codes for use in generating a request for creative message.
25. **(Canceled).**
26. **(New)** The system of claim 13 wherein each of the user computer and the content server are connected to the public network separately from each of the direct connect server and the creative selection server.